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To: "'Ivan Posey'" <iposey@darbylaw.com>
Date: 7/1/99 6:43pm
Subject: Flow Chart

Hi Ivan,

Here's the flow chart. You can download PDQ Lite at the following URL:

<http://patton-patton.com/>

I'll talk to you next week. Have a nice holiday and give my regards to Nadine.

Brad S. Konia

WWW Search I



Direct Interface

If the search engine supports a direct database interface, the software will update and query bids via this interface

Position Lower than Desired

Increase bid to achieve desired position. Do not exceed maximum bid.

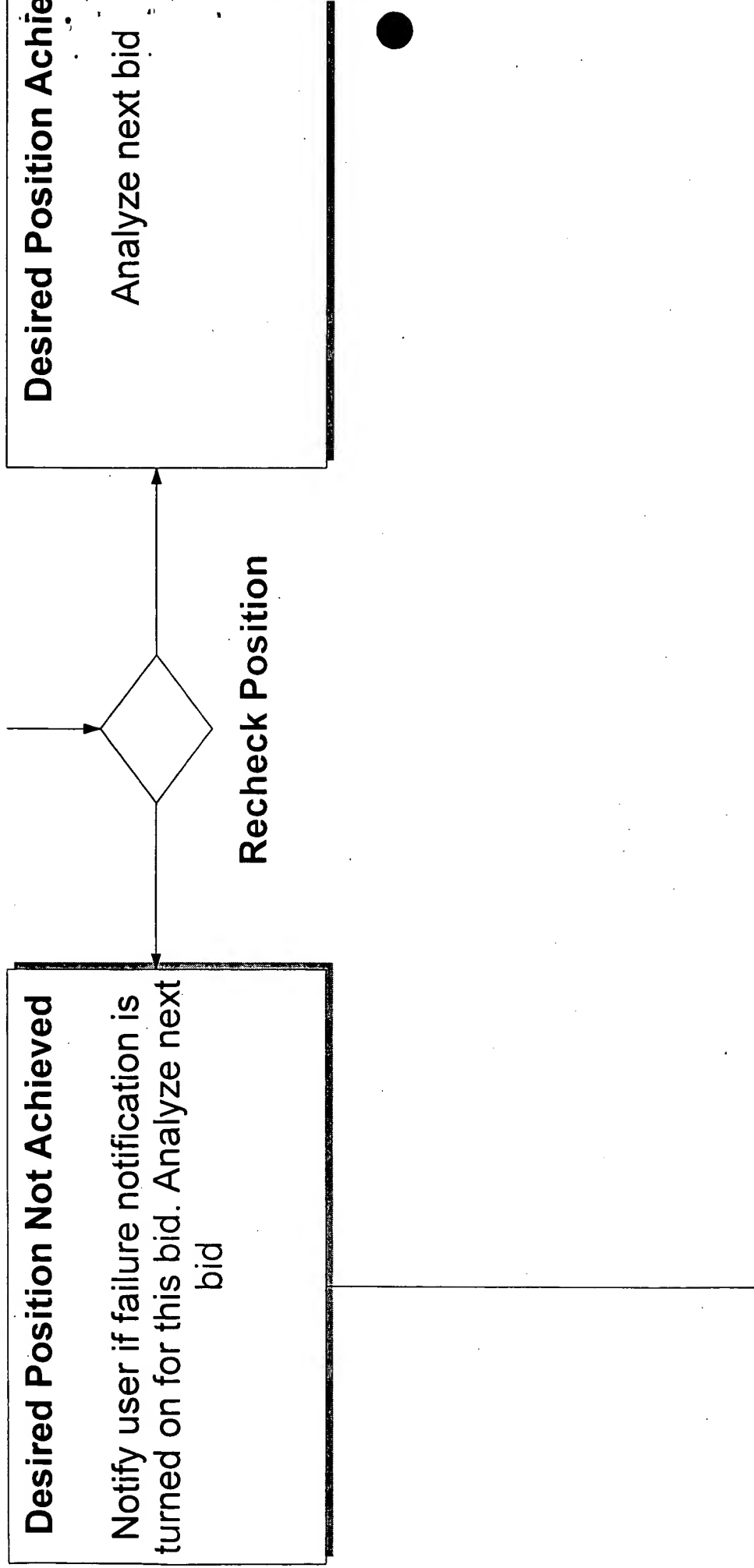
Desired Position Not Achieved

Notify user if failure notification is
turned on for this bid. Analyze next
bid

Recheck Position

Desired Position Achieved

Analyze next bid



Engine Bid Management System

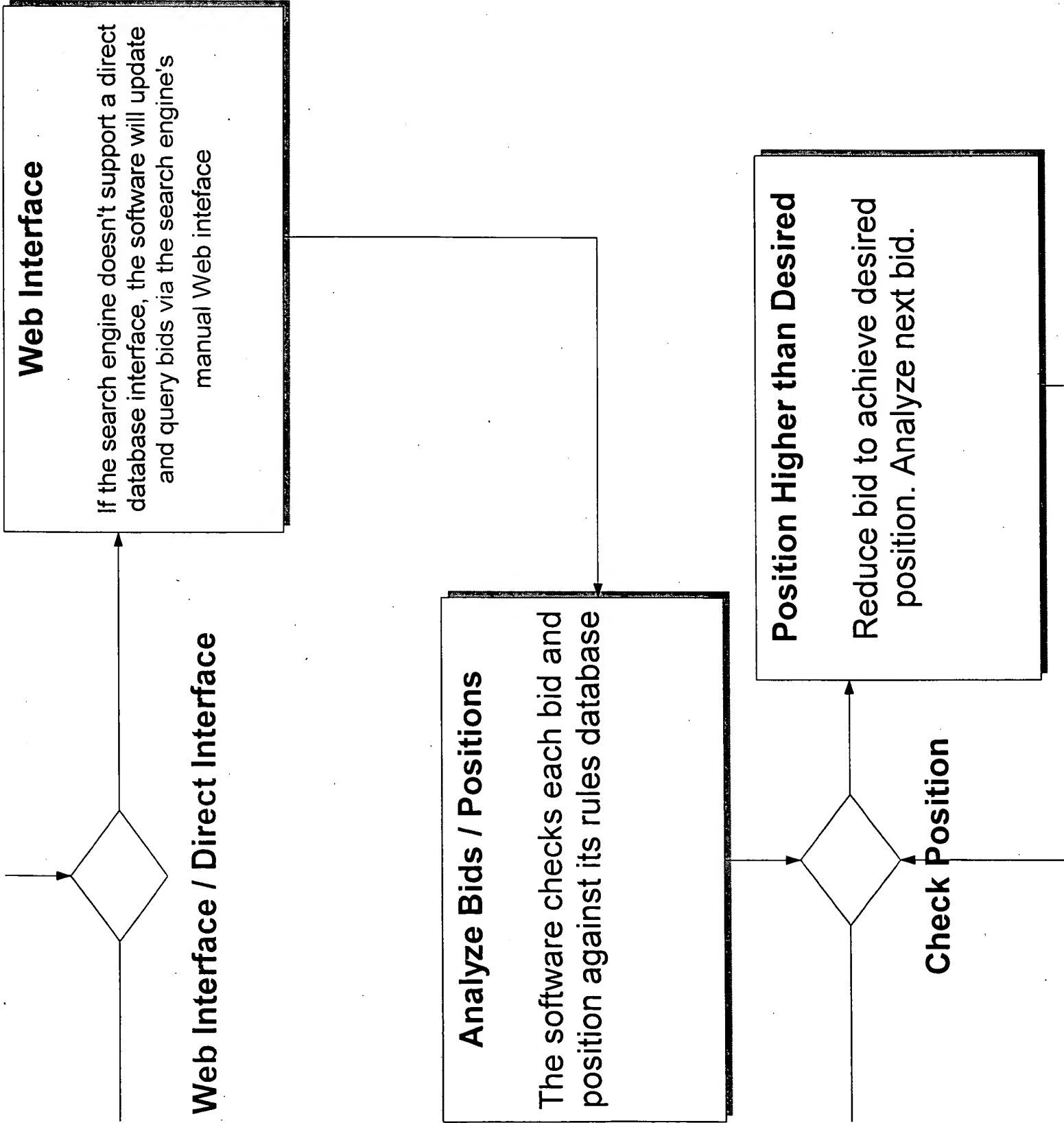
Define Database

Database resides either on user's local network or on a centralized secure Web server. In either case, the database is accessed via a Web interface.

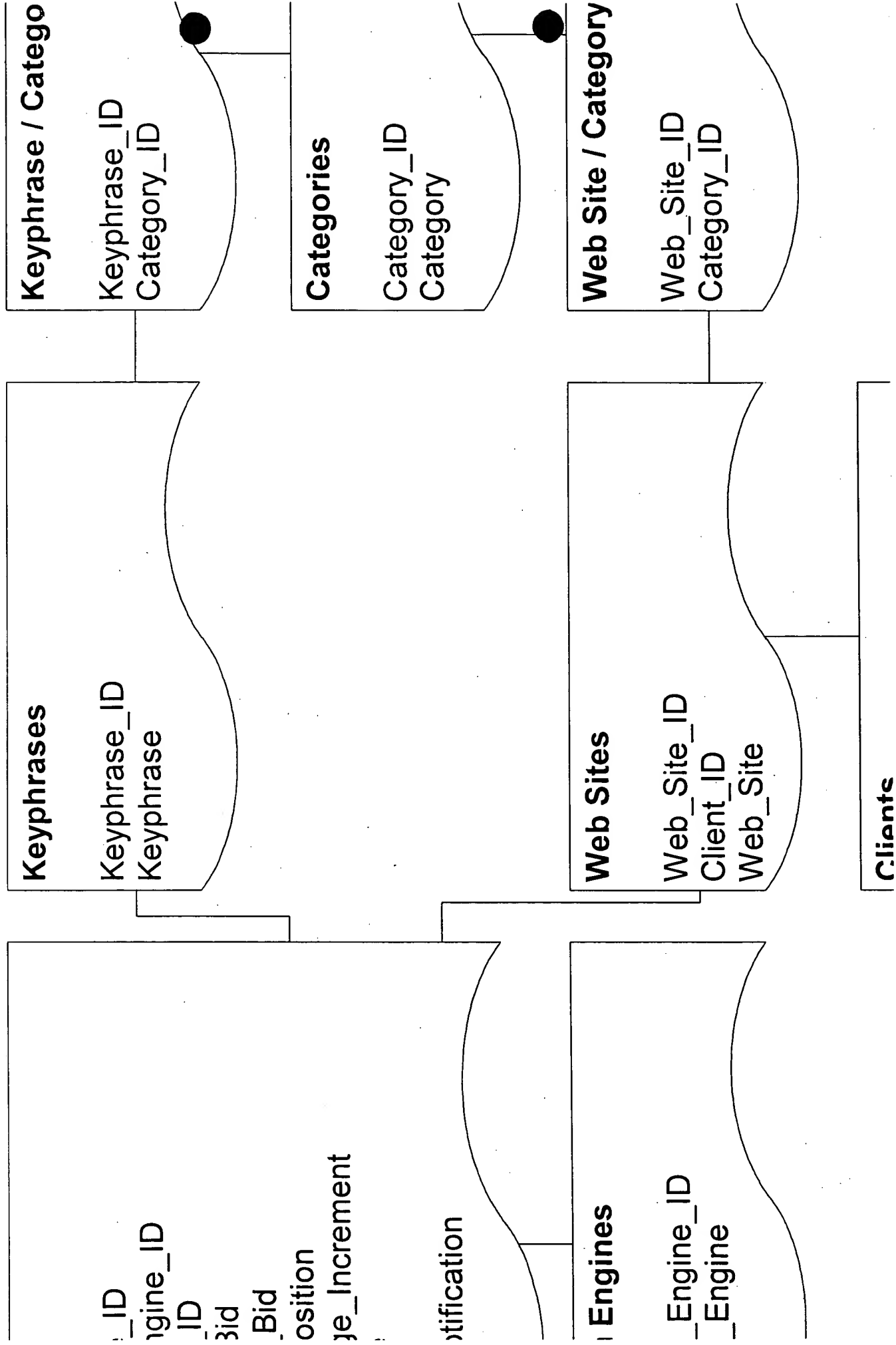
Update / Track Bids

The database server periodically connects to the various search engine servers and submits / updates any bids that are currently in queue. At the same time, it queries the search engines to determine current positions of all the client's existing listings.

| |
|------------|
| Bids |
| Keyphrase |
| Search_Er |
| Web_Site |
| Opening_F |
| Maximum_P |
| Desired_P |
| Bid_Chang |
| Start_Date |
| End_Date |
| Failure_Nc |
| Search |
| Search |
| Search |



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Client_ID

Name

Company

Address

City

State

Zip

etc, etc, etc...

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ry Links

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